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Avoid the crush.

No wonder so many smokers are switching to Merit Ultra Lights. They're the only ultra lights with Enriched Flavor.® Which gives them something you'd never expect to find in an ultra light: taste. Real, satisfying taste. In fact, Merit Ultra Lights taste so good, the only way to make them better was to make the pack sturdier. So, here's the new crush-proof Merit Ultra Lights Box.

Enriched Flavor.® ultra low tar. A solution with Merit.

New Merit Ultra Lights Box.

Kings: 5 mg "tar," 0.5 mg nicotine av per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fatal Injury, Premature Birth, And Low Birth Weight.

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